

ABSTRACT OF THE DISCLOSURE

AC voltage of rectangular wave is applied between a pixel electrode 25A and a common electrode 23A, and the amplitude V_{ac} of the AC voltage component and the DC voltage component V_{dc} thereof are changed to measure the range of optimal DC component variation ΔV_{dc} and determine a structure or material of a liquid crystal display device so as to lower ΔV_{dc} less than a given value, wherein $\Delta V_{dc} = |V_{dcb} - V_{dcw}|$, V_{dcb} is the value of V_{dc} at which the range of transmittance variation is the minimum with V_{ac} being fixed at a value for displaying black (2V), and V_{dcw} is the value of V_{dc} at which the range of transmittance variation is the minimum with V_{ac} being fixed at a value for displaying white (7 V). Thickness of an insulating layer 26A on the pixel electrode 25A and on the common electrode 23A are the same. Electrode crossover portions are made to be in axial symmetry. The top surface of each stripe electrode of a pixel electrode has convex shape in cross section.